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THE LIFEBLOOD MODEL: THE POWER OF TRUST IN E-COMMERCE COMMUNICATION
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Abstract

Relationship marketing has been established as a valuable approach for use in business to consumer transactions. When utilized in e-commerce environments however, this approach seems to falter in light of the risk and uncertainty components inherent in electronically mediated exchange. The reluctance of a consumer to partake in an exchange with a business causes the possibility of a successful relationship to dwindle. In this paper the ifeblood model is proposed as a means to further understanding the power of trust in mitigating e-commerce communication exchanges. Practical applications of the model are also discussed.

Keywords

Social Exchange Theory; Balance Theory; Relationship Marketing; Trust; e-mail